

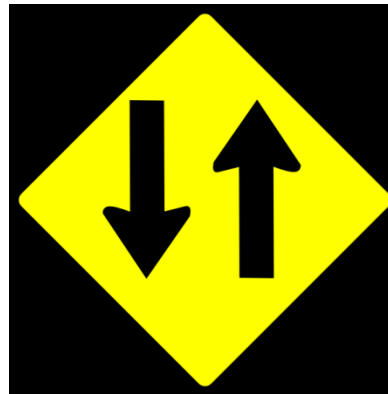


Cultural Competency / Communication 101

This material was produced by the California Department of Public Health's *Network for a Healthy California* with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.

Communication

Communication is a 2 way street so improving communication involves both how we send and receive messages.



Listening vs. Hearing

Adults spend an average of 70% of their time engaged in some sort of communication. (Adler, R. et al. 2001)

- **Message Delivery**

- 7% comes through the spoken word.

- 38% are communicated by the tone of voice.

- 55% are by nonverbal signals.



More than words

Using culturally and individually appropriate ...

- Eye Contact
- Body Language
- Vocal Qualities (volume, pitch, rate)



Understanding your community

- Its important to start here...
 - Local Demographics
 - 38.8% White Alone
 - 33.7% Hispanic/Latino
 - 14.3% Asian
 - 10.7% African American
- You also need to start here....



The Importance of Cultural Competency

- Cultural beliefs and customs can influence
 - Dietary habits
 - Physical activity
 - Educational attainment
 - Financial success
- Cultural backgrounds
 - Increased risk for obesity
 - Increased risk for diabetes



wiseGEEK

Acculturation

- Acculturation: rate and speed immigrant cultures adapt to dominant culture.
- Research has identified:
 - More acculturation may increase risk for obesity
 - Less acculturated may limit risk for obesity



Cultural Differences

- Social Inequality: occurs when resources in a given society are distributed unevenly



Cultural Differences

- Social Inequality: occurs when resources in a given society are distributed unevenly



Perception vs...



...reality of your target neighborhood

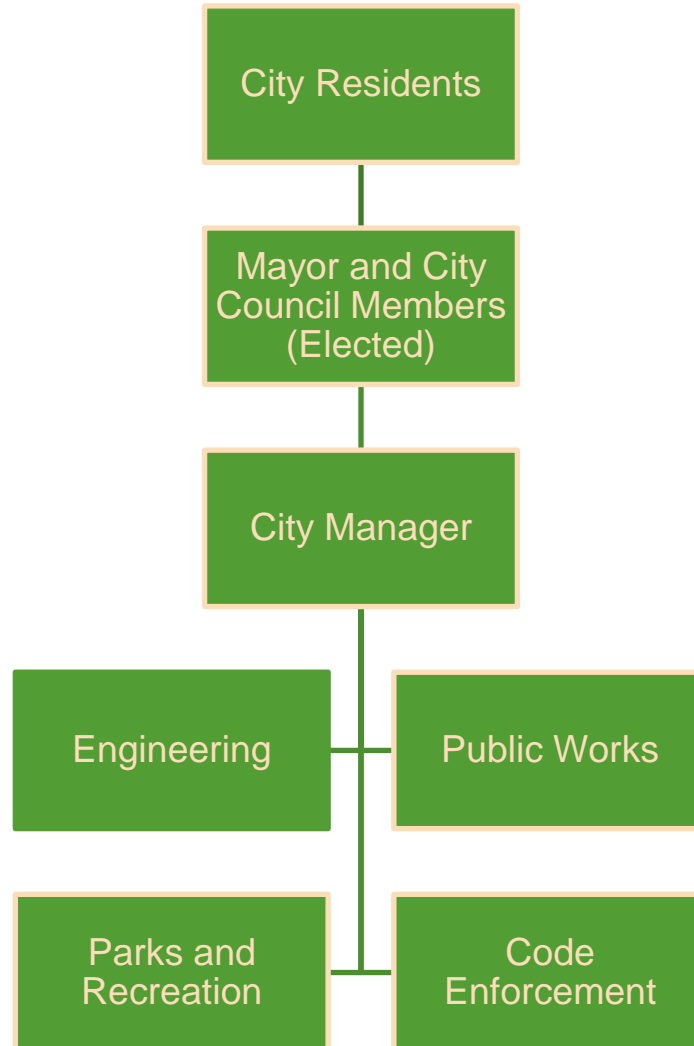


Who are your local leaders? Do you know how things work?



Key Takeaway of City Leadership

Residents are on top!



How do we communicate with local leaders?



Let's Play



Case Study: City of Rancho Cucamonga



Campeones para la Comunidad Successes

- **Policies**
 - Farmer's markets
 - Community gardens
 - Nutrition Standards
 - Complete Streets
- **Environmental Changes**
 - Sidewalks built (SRTS grant)
- **Systems Change**
 - Spanish graffiti hotline
 - City program priorities
 - Farmer's market org policies
 - CITY COLLABORATION!!



Now Let's Try It!

